- John Ryan
- Newstores
- 04.12.18
- Milano

So what matters & what's new?

Nike House of Innovation

- NYC November 2018

Personalisation

1. CHOOSE YOUR SHOE
2. BECOME A NIKE+ MEMBER
3. SCHEDULE AN APPOINTMENT

Levi’s Times Square

- NYC November 2018

LEVI'S
TAILOR SHOP
TIMES SQUARE
NYC

The Tailor Shop

Membership

NIKE
STUDIO

NIKE
EXPERT
STUDIO
Get gear, guidance, style tips, personal customization, and access to our Concierge service – all from our Nike Experts.
As a NikePlus Member, it's all here.
NIKE
HOUSE OF INNOVATION
NYC/000

Arket Shopping & Dining (1)

November 2017, London

Scandi Cafe

H&M Shopping & Dining (2)

- December 2018, London

Yoga for
your tummy.

SANDWICHES
SALADS
KIDS MENU
DRINKS
FILTER BREW
AMERICANO
ESPRESSO
LATTE
LATTE MACCHIATO
CHAI LATTE
HOT CHOCOLATE
TEA
RAINBOW LATTES
BLUSH LATTE
MATCHA LATTE
GOLDEN LATTE

Brands as exhibitions – Adidas Roots of Running, London – Dec 2018

V&A Dundee – exhibition as shop – September 2018

Google Curiosity Rooms, London

- November 2018

3

Events fuelled by apps are what counts

Destinations Primark Toulouse

3
2
ENFANTS
MAISON
ÉCHANGES ET
REMBOURSEMENTS
1
0

Digital to Physical Casa Amazon

- November 2018, Madrid

You can buy nothing in the store

aAmazon

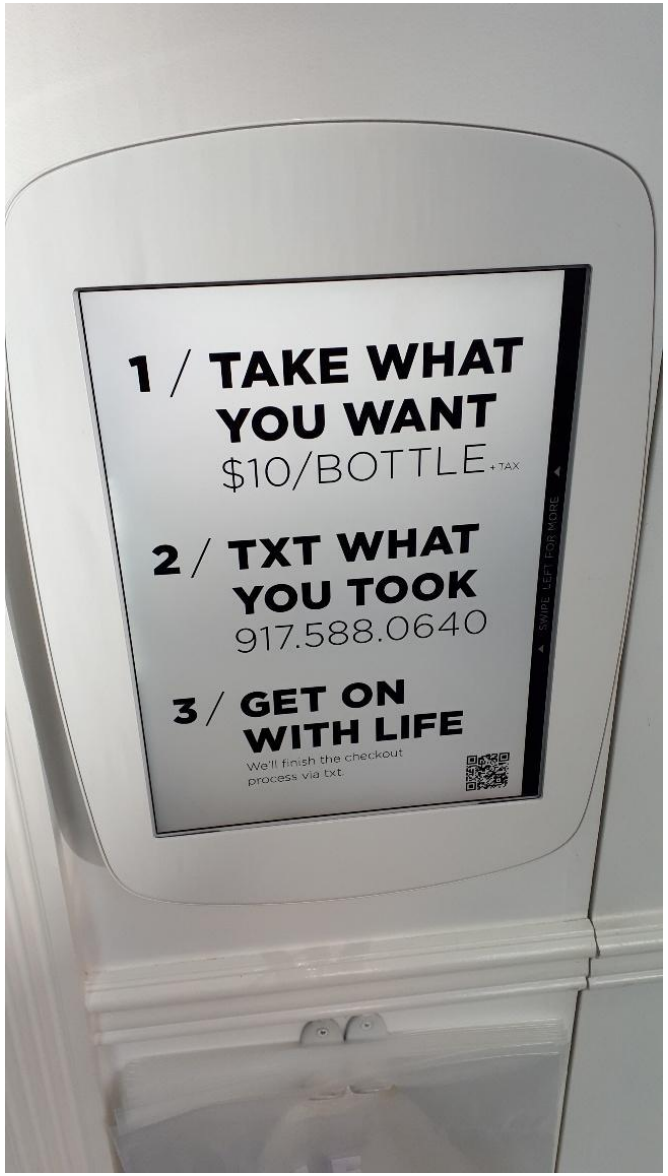
#CasaAmazon

GU Style Studio

- The store that thinks it’s a fitting room
- December 2018, Tokyo

October 2018, NYC

$10.00 water anybody?


1 / TAKE WHAT YOU WANT
$10/BOTTLE + TAX
2 / TXT WHAT YOU TOOK
917.588.0640
3 / GET ON WITH LIFE
We'll finish the checkout process via txt.
SWIPE LEFT FOR MORE

…& niche….

Ikea living room store

- September 2018, Prague

So where does this take us?

- The big are getting smaller
- Digital is beginning to understand physical
- Not everything has to be digital
- Shops are exhibitions spaces
- Exhibitions mean events
- Events mean apps
- Personalisation matters
- Dining is part of the retail experience

Newstores

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RETAIL 4.0 - 10 REGOLE PER L'ERA DIGITALE

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